

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

June, 2022

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 hours

Maximum Marks : 100

Note : Answer any *five* questions in about 600 words each. All questions carry equal marks.

1. What do you understand by the term “Managerial Economics” ? Describe the fundamental nature of Managerial Economics. 20
2. What are the central or basic problems of an economy ? Which problems of an economy constitute the subject matter of microeconomics ? 20
3. Define Demand and its determinants. Also explain the Law of Demand. 20
4. Write short notes on the following : 10+10=20
 - (a) Determinants of Price Elasticity
 - (b) Effect of Advertising on Demand

5. Describe different “Demand Forecasting Techniques”. Discuss strengths and weaknesses of different methods. 20
6. “The analysis of cost is important in the study of Managerial Economics because it provides the basis for important decisions made by managers.” Elaborate the statement by giving suitable examples from hospitality industry. 20
7. Explain the various economies of scale. Elaborate with suitable examples. 20
8. Describe different types of Statistical Analysis used for the estimation of a production function. 20
9. What are the factors determining the nature of competition ? Elaborate your answer by giving suitable examples from the hospitality industry. 20
10. Write short notes on the following : $2 \times 10 = 20$
- (a) Price Discrimination
 - (b) Bundling
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